

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CHANGE OF CORRESPONDENCE ADDRESS
POWER OF ATTORNEY AND REVOCATION OF PREVIOUS POWERS

Please direct all future correspondence regarding the attached list of patents and applications ("Attachment A") to Customer Number 39878, MH2 Technology Law Group LLP, 1951 Kidwell Drive, Suite 550, Tysons Corner, VA 22182, and direct all telephone calls to the same at (703) 917-0000 x107.

comScore Inc.

(Name of Assignee)

("assignee"), a company organized under the laws of Delaware, having a place of business at 11950 Democracy Drive, Suite 600, Reston, VA 20190, hereby states that, to the best of the assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the referenced patents and patent applications listed in Attachment A, and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee. Upon information and belief, the assignment documents that evidence the placement of title in the assignee were recorded in the U.S. Patent and Trademark Office under the Reel/Frame Numbers listed in Attachment A.

Pursuant to 37 C.F.R. §§ 1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners associated with Customer Number 39878 as the assignee's respective patent attorneys and patent agents, with full power of substitution and revocation, to prosecute the patents and applications and to transact all business in the Patent and Trademark Office connected herewith.

Pursuant to 37 C.F.R. § 1.71, the assignee hereby states that prosecution of the enclosed list of referenced patents and applications are to be conducted to the exclusion of the inventor(s).

Assignee of Interest: comScore, Inc.

Dated: January 16, 2012

By:



Name: Christiana Lin
Title: General Counsel

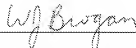
Address of Assignee of Interest:
11950 Democracy Drive, Suite 600
Reston, VA 20190

Respectfully submitted,

MH2 Technology Law Group LLP

Dated: 18 January 2012

By



Name: William J. Brogan
Reg. No.: 43,515

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Attachment A

Application/Patent No.	Reel No.	Frame No.	Attorney Docket No.
6,327,619	027503	0879	0144.0002
6,418,470	027503	0879	0144.0002-01
7,376,722	027503	0879	0144.0003
7,953,791	027503	0879	0144.0003-02
7,953,839	027503	0879	0144.0003-03
13/098,358	027503	0879	0144.0003-04
13/329,199	027503	0879	0144.0003-05
6,108,637	027503	0879	0144.0004
7,386,473	027503	0879	0144.0004-01
7,716,326	027503	0879	0144.0004-02
7,590,568	027503	0879	0144.0004-03
11/618,233	027503	0879	0144.0004-04
7,613,635	027503	0879	0144.0004-05
7,756,974	027503	0879	0144.0004-06
7,644,156	027503	0879	0144.0004-07
7,653,724	027503	0879	0144.0004-08
7,720,964	027503	0879	0144.0004-09
7,650,407	027503	0879	0144.0004-10
7,720,963	027503	0879	0144.0004-11

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